

REFERENTIAL INTERFACE TO ENABLE COMMERCIAL  
INTERACTION BETWEEN ENTITIES

ABSTRACT OF THE DISCLOSURE

A system, method and program product is provided for establishment of a referential interface between business entities such as manufacturers and distributors in a computerized marketplace. The interface allows commercial interaction between two potentially geographically and technologically disparate systems. The interface is established through definition and then deployment of a distributor profile document, interrelated with a set of referential interface terms and conditions and a referential interface business policy. The profile document has associated terms and conditions representing business rules and processes referring to the business policies which then have business logic implementations. The contract prescribes the business rules that will be followed between a manufacturer and a distributor with the business policies providing mapping to units of business logic in the implementation of the distributor. Additionally the interface allows and may require setup and customization of business policy command implementation logic specific to the desired distributor. The established interface is further customizable and extensible allowing a variety of distributors to be connected to a marketplace as required with relative ease.

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AUSTIN\_1\232844\1  
7036-P273US 11/17/2003